

# Contract # 321798

Schedule Dates 10/29/12-11/05/12  
Advertiser Pol/Critz M/D/Con/PA (12930)  
Agency/T-Code Luc, Inc. (2895)/867768541  
Product Political - Federal Candidate (1067)  
Brand POL/M CRITZ/D/CON/PA 10/5 (81619)  
Salesperson Telerep/Atlanta, Atlanta (1044)  
Sales Office Telerep/Atlanta  
Buyer Name MILLS,AMY  
Phone/Fax /  
CPE N/A  
Account Types National/Political  
Billing Type Standard  
Comments 2435 \*\*\*\*\* THIS IS A CASH IN ADVANCE SCHEDULE \*\*\*\*\*

WPXI  
4145 Evergreen Road  
Pittsburgh, PA 15214



Luc, Inc.  
25 Whitlock Place, SW  
#201  
Marietta, GA 30064-3142

Date Entered 07/12/12  
Last Modified 11/02/12  
Entered By Jennifer Stewart  
CO-OP Yes  
Headline # 06215045  
Demo  
Order Type -Normal  
Package Deal  
Commission % 15.00  
Commission \$4,560.00  
Net Total \$25,840.00  
Sales Tax

Pittsburgh (WPXI)  
By Broadcast Month  
Nov. 2012 17 \$30,400.00  
Grand Total: 17 \$30,400.00

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
1.0	Revised Line / Spot	11/05/12-11/05/12	4	:30	5:59A- Channel 11 News 6am	1	1							1			Pittsburgh (WPXI)	NEWS 6-7A/1	7/12/12
1.1	Normal Line / Spot	11/05/12-11/05/12	2	:30	5:59A- Channel 11 News 6am	1	1							1	\$1,650.00	\$1,650.00	Pittsburgh (WPXI)	NEWS 6-7A/1	11/2/12
2.0	Revised Line / Spot	11/05/12-11/05/12	4	:30	7A- 8A (EST)	1	1							1			Pittsburgh (WPXI)	TODAY SHOW 7-8A/3	7/12/12
2.1	Normal Line / Spot	11/05/12-11/05/12	2	:30	7A- 8A (EST)	1	1							1	\$1,275.00	\$1,275.00	Pittsburgh (WPXI)	TODAY SHOW 7-8A/3	11/2/12
3.0	Revised Line / Spot	11/05/12-11/05/12	4	:30	8A- 9A (EST)	1	1							1			Pittsburgh (WPXI)	TODAY SHOW 8A-9A/5	7/12/12
3.1	Normal Line / Spot	11/05/12-11/05/12	2	:30	8A- 9A (EST)	1	1							1	\$1,225.00	\$1,225.00	Pittsburgh (WPXI)	TODAY SHOW 8A-9A/5	11/2/12
4.0	Revised Line / Spot	11/05/12-11/05/12	4	:30	10A- Ellen	1	1							1			Pittsburgh (WPXI)	ELLEN/6	7/12/12
4.1	Revised Line / Spot	11/05/12-11/05/12	2	:30	10A- Ellen	1	1							1			Pittsburgh (WPXI)	ELLEN/6	11/2/12
4.2	Normal Line / Spot	11/05/12-11/05/12	3	:30	10A- Ellen	1	1							1	\$450.00	\$450.00	Pittsburgh (WPXI)	ELLEN/6	11/2/12
5.0	Revised Line / Spot	11/05/12-11/05/12	4	:30	11:59A- Channel 11 News AT Noon	1	1							1			Pittsburgh (WPXI)	NOON NEWS/7	7/12/12
5.1	Normal Line / Spot	11/05/12-11/05/12	2	:30	11:59A- Channel 11 News AT Noon	1	1							1	\$750.00	\$750.00	Pittsburgh (WPXI)	NOON NEWS/7	11/2/12
6.0	Revised Line / Spot	11/05/12-11/05/12	4	:30	2:58P- Days Of Our Lives	1	1							1			Pittsburgh (WPXI)	DAYS/8	7/12/12

## CONFIRMATION CONTRACT

Accepted-Agency/Advertiser:

Date:

Accepted-Station:

Date:

Comments:

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**Contract # 321798**

Schedule Dates

10/29/12-11/05/12

Advertiser

Pol/Critz W/D/Con/PA (12930)

Agency/T-Code

Luc, Inc. (2895)/867768541

Product

Political -Federal Candidate (1067)

Brand

POL/M CRITZ/D/CON/PA 10/5 (81619)

Salesperson

Telerep/Atlanta, Atlanta (1044)

Sales Office

Telerep/Atlanta

Buyer Name

MILLS,AMY

Phone/Fax

/

CPE

N/A

Account Types

National/Political

Billing Type

Standard

Comments

2435

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Date Entered

07/12/12

Last Modified

11/02/12

Entered By

Jennifer Stewart

CO-OP

Yes

Headline #

06215045

Demo

Normal

Order Type

Package Deal

Commission %

15.00

Commission

\$4,560.00

Net Total

\$25,840.00

Sales Tax

Pittsburgh (WPXI)

By Broadcast Month

Nov. 2012

Spots

17

Rate

\$30,400.00

Grand Total:

\$30,400.00

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
6.1	Revised Line / Spot	11/05/12-11/05/12	2	:30	2:58p- Days Of Our Lives	1	1							1			Pittsburgh (WPXI)	DAYS/8	11/2/12
6.2	Normal Line / Spot	11/05/12-11/05/12	3	:30	2:58p- Days Of Our Lives	1	1							1	\$725.00	\$725.00	Pittsburgh (WPXI)	DAYS/8	11/2/12
7.0	Normal Line / Spot	11/05/12-11/05/12	4	:30	4p- Judge Judy 4p	1	1							1	\$545.00		Pittsburgh (WPXI)	JUDGE JUDY 4-430P/9	7/12/12
7.0.1	Closed Preempt	11/05/12															Pittsburgh (WPXI)	Program Change/Spot -	
8.0	Revised Line / Spot	11/05/12-11/05/12	4	:30	4:29p- Judge Judy 430p	1	1							1			Pittsburgh (WPXI)	JUDGE JUDY 430-5P/10	7/12/12
8.1	Normal Line / Spot	11/05/12-11/05/12	2	:30	4:29p- Judge Judy 430p	1	1							1	\$1,050.00	\$1,050.00	Pittsburgh (WPXI)	JUDGE JUDY 430-5P/10	11/2/12
9.0	Revised Line / Spot	11/05/12-11/05/12	4	:30	5p- 5:30P (EST)	1	1							1			Pittsburgh (WPXI)	NEWS 5-530P/11	7/12/12
9.1	Normal Line / Spot	11/05/12-11/05/12	2	:30	5p- 5:30P (EST)	1	1							1	\$1,650.00	\$1,650.00	Pittsburgh (WPXI)	NEWS 5-530P/11	11/2/12
10.0	Revised Line / Spot	11/05/12-11/05/12	4	:30	5:58p- Channel 11 News At 6pm M-F	1	1							1			Pittsburgh (WPXI)	NEWS 6-630P/12	7/12/12
10.1	Normal Line / Spot	11/05/12-11/05/12	2	:30	5:58p- Channel 11 News At 6pm M-F	1	1							1	\$1,850.00	\$1,850.00	Pittsburgh (WPXI)	NEWS 6-630P/12	11/2/12
11.0	Normal Line / Spot	11/05/12-11/05/12	4	:30	6:59p- Jeopardy	1	1							1	\$2,195.00		Pittsburgh (WPXI)	JEOPARDY 7-730P/13	7/12/12
11.0.1	Closed Preempt	11/05/12															Pittsburgh (WPXI)	No Avail/Exception -	
12.0	Revised Line / Spot	11/05/12-11/05/12	4	:30	7:30p- WHEEL OF FORTUNE	1	1							1			Pittsburgh (WPXI)	WHEEL 730-8P/14	7/12/12

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Agency/T-Code

Product

Brand

Salesperson

Sales Office

Buyer Name

Phone/Fax

CPE

Account Types

Billing Type

Comments

10/29/12-11/05/12

Pol/Critz M/D/Con/PA (12930)

Luc, Inc. (2895)/867768541

Political - Federal Candidate (1067)

POL/M CRITZ/D/CON/PA 10/5 (81619)

Telerep/Atlanta, Atlanta (1044)

Telerep/Atlanta

MILLS,AMY

/

N/A

National/Political

Standard

2435

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07/12/12

11/02/12

Jennifer Stewart

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Headline #

Demo

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Pittsburgh (WPXI)

By Broadcast Month

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17

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25 Whitlock Place, SW  
#201  
Marietta, GA 30064-3142

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12.1	Normal Line / Spot	11/05/12-11/05/12	2	:30	7:30P- WHEEL OF FORTUNE	1	1							1	\$3,350.00	\$3,350.00	Pittsburgh (WPXI)	WHEEL 730-8P/14	11/2/12
13.0	Revised Line / Spot	11/05/12-11/05/12	4	:30	10:59P- CHANNEL 11 NEWS AT 11P	1	1										Pittsburgh (WPXI)	LATE NEWS/15	7/12/12
13.1	Normal Line / Spot	11/05/12-11/05/12	2	:30	10:59P- CHANNEL 11 NEWS AT 11P	1	1							1	\$4,000.00	\$4,000.00	Pittsburgh (WPXI)	LATE NEWS/15	11/2/12
14.0	Revised Line / Spot	11/05/12-11/05/12	4	:30	11:34P- TONIGHT SHOW	1	1										Pittsburgh (WPXI)	TONITE SHOW/16	7/12/12
14.1	Normal Line / Spot	11/05/12-11/05/12	2	:30	11:34P- TONIGHT SHOW	1	1							1	\$1,400.00	\$1,400.00	Pittsburgh (WPXI)	TONITE SHOW/16	11/2/12
15.0	M/G For 7.0.1 / Spot	10/29/12-10/29/12	4	:30	4:00P- Channel 11 News at 4PM	1	1							1	\$545.00	\$545.00	Pittsburgh (WPXI-ALT1)	News mg for 4-430P/9	10/29/12
15.1	M/G For 7.0.1 / Spot	10/29/12-10/29/12	4	:30	4P- Channel 11 News at 4PM	1	1								\$545.00		Pittsburgh (WPXI)	News mg for 4-430P/9	10/30/12
15.1.1	Closed Preempt	10/29/12															Pittsburgh (WPXI)	Order Error/Spot -DO	
16.0	M/G For 7.0.1 / Spot	11/05/12-11/05/12	4	:30	4P- Judge Judy 4p	1	1							1	\$545.00	\$545.00	Pittsburgh (WPXI)	JUDGE JUDY 4-430P/9	10/29/12
16.1	M/G For 7.0.1 / Spot	11/05/12-11/05/12	2	:30	4P- Judge Judy 4p	1	1							1	\$825.00	\$825.00	Pittsburgh (WPXI)	JUDGE JUDY 4-430P/9	11/2/12
17.0	Normal Line / Spot	11/05/12-11/05/12	2	:30	6:59P- Jeopardy	1	1							1	\$3,350.00	\$3,350.00	Pittsburgh (WPXI)	JEOP 7-730P/13	11/2/12
18.0	Normal Line / Spot	11/05/12-11/05/12	2	:30	5:30P- 6P (EST)	1	1							1	\$1,650.00	\$1,650.00	Pittsburgh (WPXI)	NEWS 530-6P/18	11/2/12

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## Pittsburgh (WPXI)

By Broadcast Month Spots Rate  
Nov. 2012 17 \$30,400.00  
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19.0	Normal Line / Spot	11/05/12-11/05/12	2	:30	6P- 6:30P (EST)	1	1							1	\$1,850.00	\$1,850.00	Pittsburgh (WPXI)	NEWS 6-630P/19	11/2/12
20.0	Normal Line / Spot	11/05/12-11/05/12	2	:30	6:59P- Jeopardy	1	1							1	\$3,350.00	\$3,350.00	Pittsburgh (WPXI)	JEOP 7-730P/20	11/2/12

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